

Croton Community Coalition
Marijuana Prevention Strategy
Parent Tool Kit Component

Assessment, Capacity and Planning Overall Strategy



1. Marijuana use was below the national average in younger years but exceeded the national average in older students.
2. Data revealed several local conditions including parental attitudes favorable to drugs, laws and norms favorable to drugs, lack of perception of risk and peer attitudes favorable to use.
3. We created a comprehensive strategy that includes several different components. This strategy currently includes: increasing youth perception of risk; correcting erroneous norms that everyone is using; speaking to the school about reviewing school policies; rewarding drug free youth; discussions with police about enforcement; review of locations where use occurs.

Assessment, Capacity and Planning

Parent Tool Kit

1. We began with strategies addressing youth and parents directly for two reasons: 1) the data showed these were salient risks in our community; 2) to help create the community readiness to support our policy and enforcement efforts.
2. Data revealed that one of our most significant local conditions is that parents hold ambivalent views about marijuana and youth marijuana use.
3. We formed an ad hoc committee specifically to address the part of our strategy dealing with parental attitudes. The task force included a substance abuse counselor, health teacher, youth officer, and parent.
4. We wanted to increase parental disapproval of marijuana and have parents discuss their disapproval with students.
5. We decided to create a “tool kit” for parents. 6 post cards each with a different message.

Implementation of Parent Tool Kit Component

1. We created 6 separate post cards each with a tool highlighting a specific aspect of marijuana that we wanted to convey to parents.
2. We mailed the postcards home once a month to all parents students in grades 7-12.
3. This year we will also run them as advertisements in our local paper.





volume

1



Marijuana impairs learning!



Marijuana use can really
screw things up!



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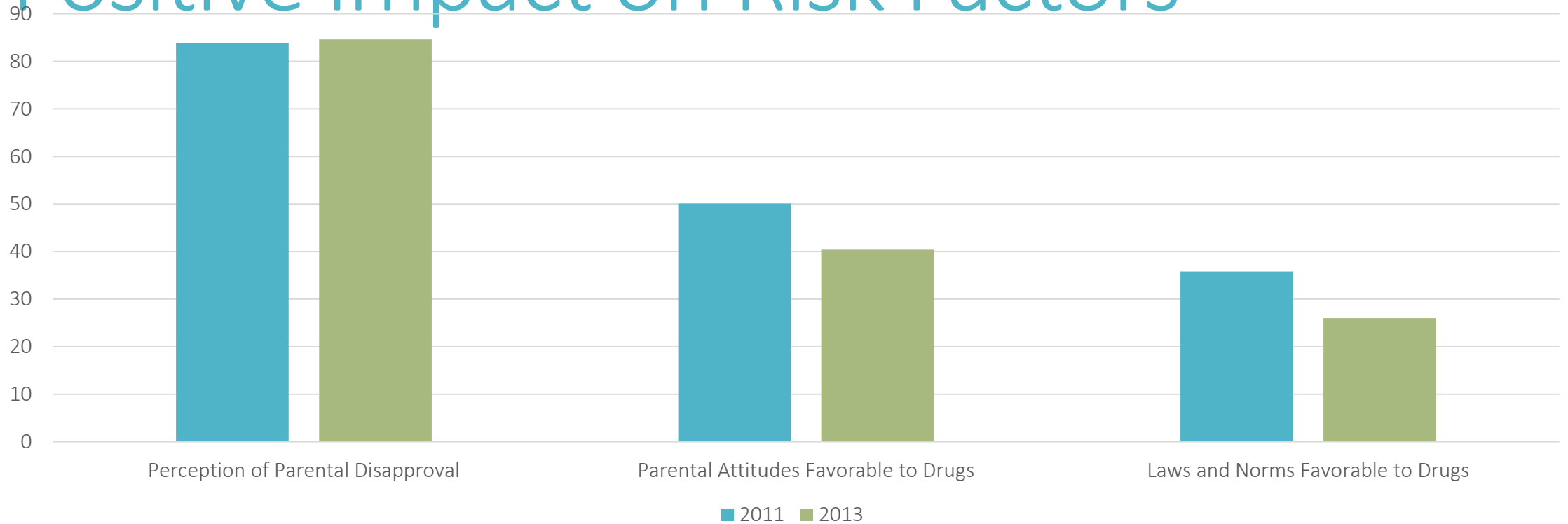


Marijuana impairs learning!

- "If parents who are spending thousands of dollars on SAT prep courses knew about the cognitive effects marijuana has on their kids' brains, they would be up in arms" according to Dr. Evins, director of the Center for Addiction Medicine at Massachusetts General Hospital in Boston (as quoted in the NY Times, January 7, 2013).
- The article quoted Dr. Evins and other scientists who described the effect marijuana has on learning and memory including a decrease in IQ scores among teenagers who are regular pot smokers.
- And according to the National Institute on Drug Abuse, "marijuana's negative effects on attention, memory, and learning can last for days and sometimes weeks. Marijuana's effects can make it difficult not only to learn something new, but to do the complex tasks that require focus and concentration or the stringing together of information sequentially."
- Our children are given one brain at birth that has to last a lifetime. Help them keep their brain healthy by keeping it marijuana free.

Want more information, or need help with a marijuana related issue?
Visit www.crotoncoalition.com

Evaluation: Positive Impact on Risk Factors



From 2011-2013, among Croton High School students, perception of parental disapproval of marijuana use increased very slightly. The percent of students reporting risk due to Parental Attitudes Favorable to Drugs, and Laws and Norms Favorable to Drugs, both decreased. Each of these results is a positive finding for the Croton Coalition attributable to the Parent Tool Kit dissemination.

Evaluation

Positive Impact on Use (10th and 12th Grade) Percent Change from 2011-2013

	30 Day Use 10 th grade	Lifetime Use 10 th grade	30 Day Use 12 th grade	Lifetime Use 12 th grade
Croton	-13%	-24%	-20%	-39%
National	+2%	+4%	0%	0%

1. This table compares the percent change in 30 Day and Lifetime marijuana use for students in Croton and Nationally (National numbers are from the Monitoring the Future Survey).
2. 30 Day and Lifetime Marijuana use among Croton 10th and 12th grade students decreased from 2011 to 2013. During that same time period, nationally 10th grade use increased slightly and 12th grade use remained the same.
3. We surmise that the Parent Tool Kit, as part of our overall strategy, played a role in these decreases.

Coalition Information

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